

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : David D. Zito, et al.  
Application No. : 10/783,383  
Filed : February 20, 2004  
Title : COMPUTERIZED ADVERTISING OFFER EXCHANGE  
Examiner : Rodney M. Henry  
Art Unit : 3622

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

In response to the Office Action dated August 18, 2009, please reconsider  
the above identified application in light of the following:

**Amendments to the Claims** are noted in the marked-up version of the  
claims beginning on page 2 of this paper; and

**Remarks** begin on page 10 of this paper.